

## Claims

1. A laundry detergent or cleaner which comprises microdisperse, hydrophilic silicate-containing particles.
2. The laundry detergent or cleaner as claimed in claim 1, wherein said particles have a particle size of from 1 to 500 nm, preferably 9 to 50 nm.
3. The laundry detergent or cleaner as claimed in claim 1, wherein said surface of the particles have an electrically charged surface.
4. The laundry detergent or cleaner as claimed in claim 1, wherein said particles are selected from the group consisting of colloidal silica gels, colloidal silica sols, hectorites, saponites and mixtures thereof.
5. The laundry detergent or cleaner as claimed in claim 1, which additionally comprises at least one hydrophobicizing agent.
6. The laundry detergent or cleaner as claimed in claim 5, wherein the hydrophobicizing agent is selected from the group consisting of silicones, silicone oils, fluorosilicone oils, soil release polymers, cationic surfactants, organic fluorine compounds, and mixtures thereof.
7. The laundry detergent or cleaner as claimed in claim 5, wherein a weight ratio of said silicate-containing particles to hydrophobicizing agent is 100:1 to 1:100, based on active substance.

8. The laundry detergent or cleaner as claimed in claim 1, which further comprises 0.01 to 10% by weight of said silicate-containing particles, 0.01 to 10% by weight of hydrophobicizing agents and 80 to 99.8% by weight of other laundry detergent/cleaner ingredients.

9. The laundry detergent or cleaner as claimed in claim 1, which further comprises 0.01 to 10% by weight of said silicate-containing particles, 0.01 to 10% by weight of hydrophobicizing agent, 0.5 to 60% by weight of interface-active substances and 20 to 99.48% by weight of other laundry detergent ingredients.

10. The laundry detergent or cleaner as claimed in claim 1, which further comprises 0.01 to 10% by weight of said silicate-containing particles, 0.5 to 60% by weight of interface-active substances, and 30 to 99.49% by weight of other laundry detergent/cleaner ingredients.

11. The laundry detergent or cleaner as claimed in claim 1, which further comprises builders, cobuilders, alkali suppliers, anionic, nonionic, zwitterionic and nonionic surfactants, antifoams, dispersants, complexing agents, bleaches, bleach activators and bleach catalysts and/or enzymes.

12. The laundry detergent or cleaner as claimed in claim 1, in the form of a heavy-duty detergent, compact heavy-duty detergent, compact color detergent, heavy-duty detergent of low bulk density, special detergent, such as laundry after-treatment composition, laundry softener, stain-removal salts, bleach booster, net curtain detergent, wool detergent, modular detergent or industrial detergent.

13. The laundry detergent or cleaner as claimed in claim 1, in the form of a cleaner for hard surfaces, e.g. facade, glass, metal, window, floor or carpet cleaner.
14. The laundry detergent or cleaner as claimed in claim 13, in the form of a hand dishwashing detergent, machine dishwashing detergent, machine dishwashing cleaner or rinse aid.
15. A process for releasing soil and reducing the tendency for resoiling in laundry detergents and cleaners comprising adding to said laundry detergents and cleaners microdisperse, hydrophilic silicate-containing particles as surface-coating agents.
16. The process of claim 15, wherein said silicate-containing particles have a particle size of from 1 to 500 nm.
17. The process of claim 15, wherein said silicate-containing particles have a particle size of from 9 to 50 nm.
18. The process of claim 15, wherein said particles have an electrically charged surface.
19. The process of claim 15, wherein said particles are selected from the group consisting of colloidal silica gels, colloidal silica sols, hectorites, saponites and mixtures thereof.
20. The process of claim 15, wherein said silicate-containing particles further comprise at least one hydrophobicizing agent.

21. The process of claim 20, wherein the hydrophobicizing agent are selected from the group consisting of silicones, silicone oils, fluorosilicone oils, soil release polymers, cationic surfactants, fluorine compounds, and mixtures thereof.

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